

CHECK UP

*My friends in HR,
Thanks for everything!*



WILLIAM ALLEN HIGH SCHOOL PROM

-Davina

When We Face Challenges, You Respond

Your quick actions help us provide the care our community expects and deserves



Three of our colleagues are at a local restaurant when a man begins having a seizure. They don't wait to see if he will stabilize. Instead, they rush to his side, stabilize him, arrange for a 9-1-1 call and give instructions to paramedics.

The quick actions of last month's Service Stars, Alison Niebell, R.N., Laura Barany, R.N., and technical partner Foretta Byles, exemplify the motivation we all bring to our jobs.

We take the business of caring for our community seriously, and we respond to challenges with determination and vigor.

Earlier this year, we faced several challenges. Patients were staying here longer than medically necessary, increasing the risk for falls and pressure ulcers. Longer patient stays also meant we had to turn some patients away who were requesting our care. Plus, we were in danger of finishing the fiscal year over budget. If we didn't take action immediately, we knew the problem could get worse, and that could potentially make it difficult to fulfill our mission in the years ahead.

Some of the steps we took were uncomfortable. Some colleagues feared we were losing

money or that we would trim positions. That wasn't the case. We were still on-track to post a positive patient services net margin (the amount of revenue minus expenses). But without quick action, our margin may have been smaller than the 6 percent we need to successfully reinvest in new technology, facilities and programs to help heal, comfort and care for our community.

So we tapped into our greatest asset—you—and trusted you to respond immediately. We created the Turn-Around Team to reduce length of stay and create new efficiencies. We also asked departments to trim budgets. All the while, we maintained our focus on patient safety and quality.

Together, we responded in dynamic ways, using our collective creativity, energy and experience. Your efforts allowed us to reduce length-of-stay and get back on track for admissions, meaning we're caring for more people who request our care. While our net margin likely won't be as positive as we originally forecast, we're close enough to our goal that any adjustments we need to make will be modest.

We are a strong, healthy organization, focused squarely on our community. Thanks to your efforts in creating a successful turnaround, we remain well positioned to do great things for our friends and neighbors. For 2008, we will add \$100 million (money that goes directly into programs and services for our community) to our operating budget. We also will ensure our salaries and benefits will remain consistent with being a national leader, which means you'll continue to work alongside the best and the brightest.

You help make our organization outstanding. In the ever-changing world of health care, we will face our share of challenges in the years ahead, and we still need to pay strict attention to important issues like length-of-stay. But we know, no matter the challenge, you will respond in the most efficient and appropriate way. Thank you for always being there for our community.

Stuart Paxton
Chief Operating Officer

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Ready... DodgeBall

The true story of teamwork



Ready to play—There are no “Average Joes” amongst these overachieving dodgeball athletes. (L-R) Hope Johnson, R.N., Betsy Seislove, Michael Pasquale, M.D., Courtney Vose, R.N., and Tammy Straub, R.N., all brought their game faces to the first LVHNN dodgeball tournament.

As teams like ERadicators, The Heartbreakers, Dodge ThI/S, Bad to the Bone and The Code Reds get ready to play in LVHNN’s first dodgeball tournament to benefit pediatric trauma, they’re all reminded of the sport’s five D’s: dodge, duck, dip, dive and...well, dodge again. They’re also reminded of how teamwork is just as important outside the workplace as inside.

Trauma chief Mike Pasquale, M.D., and operating room patient care specialist Hope Johnson, R.N., got this dodgeball rolling. “We discussed team-building exercises and thought dodgeball would be perfect,” Pasquale says. “It’s a game everyone can play. You only need to know how to catch, throw and dodge.”

The goal: get colleagues to socialize and have fun outside of their work environment. To

make it happen, Pasquale and Johnson enlisted the help of fellow colleagues Courtney Vose, R.N., administrator of patient care services, Betsy Seislove, trauma development manager, and Tammy Straub, R.N., director of perioperative services.

Soon, they had a tournament and a mission—raising money for trauma services. “We didn’t know it would be such a hit,” Johnson says. It was—literally! Fourteen teams (140 colleagues) signed up for a chance to earn bragging rights and get their names engraved on a plaque.

An all-star lineup of referees—including senior leaders and administrators Marty Everhart, Terry Capuano, R.N., Molly Sebastian, R.N., Stuart Paxton, Carol Törchen, R.N., Anne Panik, R.N., and Kim Kelly, R.N.—made sure participants followed National Amateur Dodgeball Association rules.

Every team brought bright T-shirts with colorful names, including ERadicators (emergency medicine), The Heartbreakers (Lehigh Valley Heart and Lung Surgeons and the open-heart unit), Dodge ThI/S (information services), Bad to the Bone (operating room) and The Code Reds (trauma). Together, they raised nearly \$1,500 toward pediatric trauma prevention.

Once the whistle blew, the competition took over. At the end of the double-elimination tournament—held at the Lower Macungie Township Community Center—Team OAA Orthopaedic Specialists, led by captain and physician assistant Lynn Seagreaves, won the top prize. As a result, the team will get to choose the beneficiary of next year’s tournament. “We’ll definitely be back to defend our title,” Seagreaves says.

—Joe Candio Jr.

We Go the Extra 1,600 Miles for Patients

A trip to Puerto Rico helps caregivers give culturally appropriate care



While studying adolescent obesity in graduate school,

Eric Gertner, M.D., asked middle school students in Allentown: Why don't kids eat fruit? One student said it's because the school didn't serve fresh bananas and canepas (native to Puerto Rico).

It was an eye-opener for Gertner, director of the Lehigh Valley Physicians Practice. "We tend to overlook some people's customs and traditions," he says. "Why not be more understanding of and responsive to our patients' cultures? It's especially important as our community's Latino population grows."

In April, with support from a grant from the Pool Trust, Gertner and nine colleagues traveled to Puerto Rico to experience its culture firsthand. "We toured hospitals, met with health care professionals and ate dinner with folks from all walks of life," Gertner says. "We learned language is not the only barrier between cultures. We can give better care by understanding our patients' cultures and traditions."

Learn what opened caregivers' eyes and their tips for providing better care to patients of all backgrounds:

"Many Puerto Ricans migrate between here and Puerto Rico, so patients often miss follow-up appointments," says Dorene Svanda, office coordinator, Lehigh Valley Family Health Center.

Tip: Stress the importance of follow-up care with your patients, and ask if they are planning to leave the country for any period of time.

"A trip to a doctor's office in Puerto Rico can take all day. There are no appointments; you wait in line," says Jarret Patton, M.D., medical director, outpatient pediatrics. "I now realize why patients are late for appointments or arrive without appointments."

Tip: Remind patients they do not have to wait for appointments, and they should arrive on time.

"Latino patients often bring many family members to appointments. In Puerto Rico, it's expected. They are each others' caregivers," says Pat Atno, dental medicine practice manager.

Tip: Talk to your patients about whether it's necessary to have one or many family members present during appointments.

"While growing up, I would put my head down when my parents or someone of authority spoke to me, but I never knew why," says Damary Patton, R.N., an outpatient pediatric case manager, who grew up in a Puerto Rican family in New York City. "I learned it's a sign of respect in my culture."

Tip: Don't be offended if a patient doesn't make eye contact.

—Sally Gilotti

Becoming culturally aware—In April, caregivers (pictured above) spent a week in Puerto Rico, learning about its culture and traditions in order to better care for patients. On the trip were: (front row, from left) Eric Gertner, M.D., his wife Debbie, Rory Marraccini, M.D., (back row, from left) Krista Hirschmann, Doreen Svanda, Abby Letcher, M.D., Pat Atno, Damary Patton, R.N., Jarret Patton, M.D., Margaret Haddinger and University of Puerto Rico professor Carlos Rosado (a new friend). Here, they explore Castillo San Cristóbal, a historic fort in Old San Juan.

We're a Great Place to Care for Patients

Our physician satisfaction survey results show our strength

Lehigh Valley Hospital and Health Network (LVHHN) is a great place to work. Our *FORTUNE* 100 ranking and employee satisfaction survey results prove it. Now, the results of a recent physician satisfaction survey validate another point—the medical staff believes that LVHHN is a great place to care for patients.

The survey, conducted by the Jackson Organization, asked 1,112 members of the medical staff to rate our departments and services. More than 370 physicians (34 percent) responded.

We continue to raise the bar

When compared to our last survey (2003), our scores improved in almost every category. “It shows our hospital and medical staff continue to address and improve upon relevant issues of our physician colleagues,” says John Hart, vice president, medical staff services.

How we compare

Just as impressive is how our results compare to the 151 other hospitals in the Jackson database. We scored in the top 10 percent in eight categories, three of which relate to nursing. “There’s a collaborative relationship between our physicians and nurses you don’t see at other hospitals,” says Donald Levick, M.D., medical staff past-president. “The respect for one another is extraordinary.”

The survey ranked physician satisfaction from 1 to 5, with 5 being excellent. Like in our employee satisfaction survey, Jackson told us which areas gave us reason to celebrate.

Physicians’ views—Skilled nurses, sound management and the quality of information services are some of the things physicians like (l-r) Kara Coassolo, M.D., Melvin Steinbook, M.D., Joseph Trapasso, M.D., and Steven Perch, M.D., say make us a great place to care for patients.

Reasons to Celebrate

Category	LVHHN Rating	Percentage of Hospitals We Scored Better Than
Laboratory services (not including pathology)	4.16	97%
Nurses’ skill and competence	4.16	96%
Quality of information services	3.98	96%
Quality of elected medical staff	3.93	94%
Radiology services	4.14	94%
Management is preparing to meet the community’s needs	3.92	93%
Nursing director or head nurse	4.07	91%
Overall quality of nursing staff	4.13	90%

Where we need improvement

While we scored high in most categories, physicians say communication between emergency department (ED) doctors and other medical staff physicians could be more timely and efficient. “We’re beginning to address the issue by giving ED physicians portable phones,” Levick says.

What’s next?

The results have been shared with medical staff leadership so they are aware of the areas in which we scored well and where we could get better. “We want to use these results to further improve patient care and physician satisfaction,” Hart says. “Even if all are scores ranked in the top 10 percent, we’d try to raise them to the top 5 percent.”

—Rick Martuscelli

Want to know what our nurses and technical partners had to say about working here? Look for their satisfaction survey results in September’s *Magnet Attractions*.





Demeanor and Service Recovery

Kim Miller, patient transporter

“Don’t gossip about colleagues and other departments. If a patient hears you talking negatively, it could make her feel awkward, angry and uncomfortable with her care. Instead of gossiping, talk to the colleague with whom you have differences. Use it as an opportunity to improve decisions, work processes, relationships and morale.”



Score High on

A new performance evaluation form better assesses how you treat both patients and colleagues

PRIDE

When patient accounting’s Ed Alex sees a colleague having a bad day,

he smiles, offers a kind word and asks if he can help in any way. When surgical oncologist Paul Mosca, M.D., works with another physician, he makes sure he’s accessible and quickly returns phone calls.

Sure, Alex and Mosca are genuinely nice people—but did you know the way they treat colleagues has a lot to do with the way patients and visitors view our hospital? “When patients see us helping a colleague, being courteous and using teamwork, they feel more comfortable and confident in their care,” says patient care services administrator Courtney Vose, R.N.

For more than one year, Vose and her colleagues on the Patient Satisfaction Improvement Council’s lateral service team focused on improving how colleagues and departments work together. Now, they’re expanding and enhancing our PRIDE to include how we treat patients *and* colleagues.

“We identified nine specific behaviors to give colleagues a better idea of what this new PRIDE looks and sounds like,” she says.

You will be accountable for how well you practice the new PRIDE behaviors with patients and colleagues. During your performance evaluation this year, your supervisor will share with you a new evaluation form. Starting with your 2008 evaluation, you’ll receive a score from 1 to 5 (with 5 being best) for each PRIDE behavior. Your total PRIDE score will carry the most weight (40 percent) in the 2008 evaluation.

“Your supervisor will explain what’s expected of you under each of the nine behaviors,” says Marty Everhart, vice president of human resources. “Then you can work toward achieving your PRIDE goals all year long.”

These colleagues are already practicing the nine PRIDE behaviors you’ll be evaluated on. When interacting with patients and colleagues, use their tips to get a perfect PRIDE score.

—Rick Martuscelli and Matt Burns

Privacy and Sponsorship

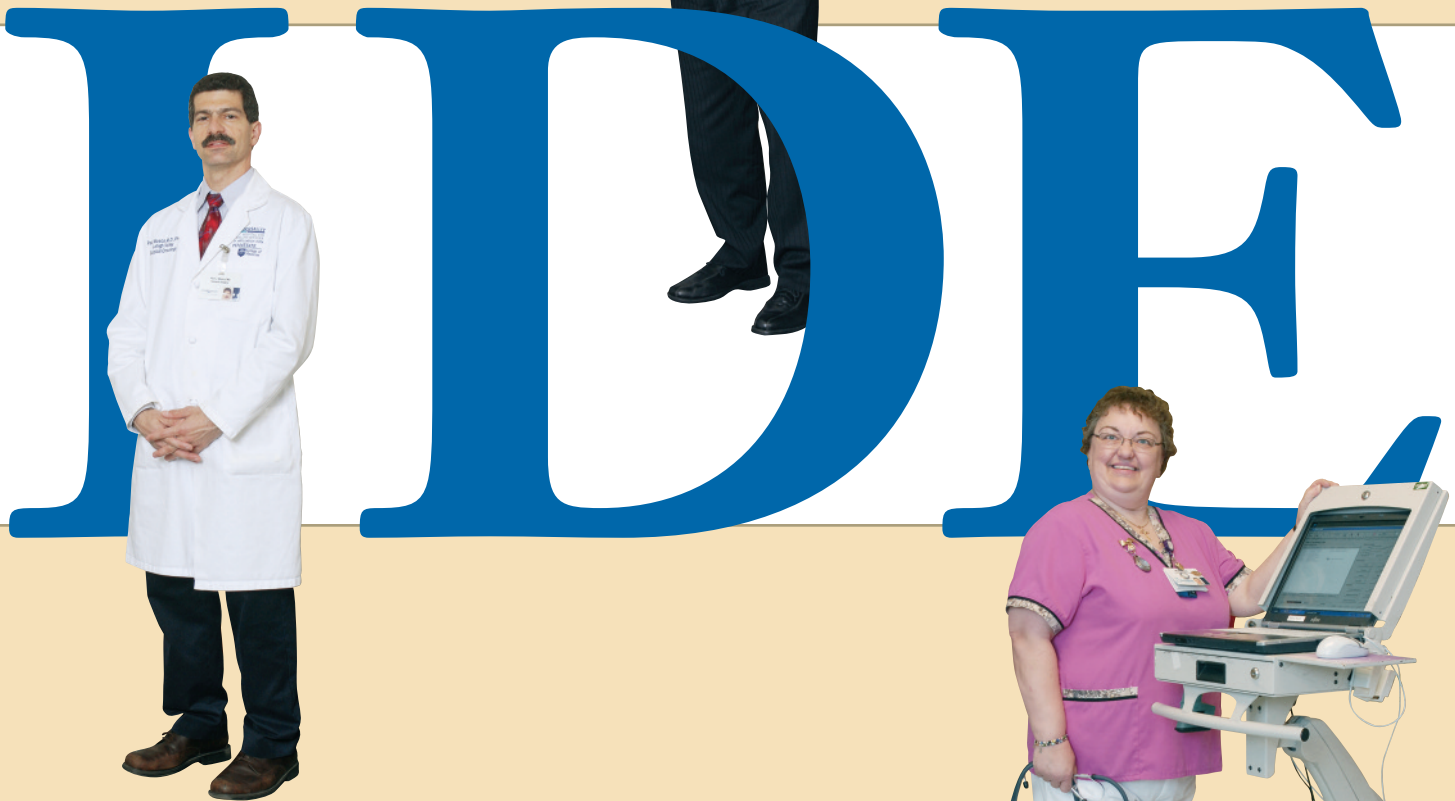
Kathy Hanuschak, dietitian

“Respect the privacy of every patient and colleague. Knock before entering a patient’s room or colleague’s office, and discuss confidential information behind closed doors. There’s one situation in which you can be more vocal—when you’re talking about our hospital. As colleagues, we are the face of the hospital to our patients, family and friends. Represent our hospital in a positive manner.”

Diversity and Courtesy

Ed Alex, patient accounting

“When you have many colleagues, you encounter many different personalities. Remember that everyone has unique ideas. When working with colleagues, listen, share your thoughts and discuss what’s best for the hospital. Above all, treat colleagues with the utmost respect. Being kind goes a long way. It rubs off on others and creates a healthy environment.”



Teamwork and Dependability

Paul Mosca, M.D., surgical oncologist

“Even though you’re very busy, do your best to lend a hand when someone asks for assistance. We all work alongside very talented people. So when colleagues ask for help, they’re really giving you a compliment by saying your input makes a difference. Most importantly, when we work together, we provide an even higher level of care to our patients.”

Customer Focus

Kathy Fritch, R.N., 7A

“We always try to anticipate our patients’ needs before they ask for something. Do the same for colleagues. Offer to pitch in before you’re asked. The next time you need help with something, I’m sure colleagues will repay the favor. It’s one way you can address patients’ and colleagues’ needs proactively instead of reactively.”

Andy's Hospital Hike

What he learns on his journey will help us be ready when the Kasych Pavilion opens

Andy Hyduke is exploring

uncharted territory. With stopwatch in hand, he counts his steps as he walks through the new seven-story Kasych Family Pavilion. Why is this management engineering colleague donning a hardhat to investigate our soon-to-open patient tower? "I'm conducting a study to ensure we're prepared to care for patients efficiently when the Kasych Pavilion opens," he says.

Hyduke is conducting a time/distance study. He records how long it takes to travel from point A's current location to point B. Then he measures how long it takes to walk from point A's future location in the Kasych Pavilion to the same destination.

For example, it takes 2 minutes, 51 seconds to walk from 4C in the Pool Pavilion to the MRI department in the Jaendl Pavilion. When 4C moves to the fourth floor of the Kasych Pavilion, it will take 5 minutes, 5 seconds.

"We'll use information like this to determine if we will need additional staff to transport patients, deliver supplies or serve meals to our patients," Hyduke says.

During his expedition, Hyduke measured time and distance between 140 locations. He discovered that not all journeys will be longer. "In the Kasych Pavilion, housekeeping and supply distribution colleagues will be closer

to their destinations," he says. "Plus, the design of the new tower will allow us to save time in other ways."

For example, the Kasych Pavilion has four service elevators, one more than the Pool Pavilion. Caregivers can access locked medication drawers in patient rooms with a swipe of their ID badges. Patient lifts in every room will allow caregivers to safely lift patients on their own, freeing up colleagues to tend to other patients' needs. And multiple work stations ensure nurses and physicians are never far from a computer, telephone or place to do paperwork.

The time/distance study is just one thing we're doing to ensure the transition into the Kasych Pavilion is as smooth as possible. Colleagues on the Cedar Crest Readiness Operations Council, or CC-ROC, and physicians on the ROC DOC team are making sure every last detail is addressed.

With your input, they're determining how and when we will move patients to new units, how we can help visitors better navigate our hallways, how we will handle emergencies, and much more. "We need to guarantee that as we move, our quality of care will remain constant," Hyduke says. "The ROC teams and the time/distance study are doing just that."

—Rick Martuscelli



Backpacking experience—

Andy Hyduke is more than qualified to hike LVH–Cedar Crest to conduct a time/distance study.

Every year, he has someone drive him deep into the woods. Then—armed with only what he needs to survive—he spends the next week hiking back to his parked car. "It gives me energy and freedom," he says.

Take Andy's Hiking Quiz

Question 1

The distance from the eastern-most door in the John and Dorothy Morgan Cancer Center to the western-most door in the Kasych Pavilion is approximately as long as:

- a) 3 football fields
- b) 5 football fields
- c) 7 football fields
- d) 9 football fields

Question 2

On average, how long does it take to walk from the eastern-most door in the Cancer Center to the western-most door in the Kasych Pavilion?

- a) 7 minutes
- b) 10 minutes
- c) 12 minutes
- d) 15 minutes

Get the answers on the bottom of page 9.





Where Your Unit Is Setting Up Camp

Beginning in January 2008, some units will begin moving from their current to their new locations. Here's a look at when units will move, where they will move to and how it will impact our number of beds.

Jan. 2008		
Unit	Moving to	Change in number of beds
MICU/SICU	2nd floor Kasych	+4
Trauma	2nd floor Jaindl (vacated MICU/SICU space)	+2
NSICU	2nd floor Jaindl (vacated MICU/SICU space)	+2
Open-Heart Unit (OHU)	2nd floor Kasych (temporary move)	0
Transitional Open-Heart Unit	3rd floor Kasych	+10
Burn	3rd floor Kasych	+9
4C	4th floor Kasych (renamed 4K)	+30
7B	5th floor Kasych (renamed 5K)	+30
Vacated 7B	Will reopen in Fall 2008	-34
6K	6th floor Kasych (new unit)	+30
4A	4C	-6
Vacated 4A	Reserved for PICU/pediatrics	-34
Total change in number of beds for January 2008		+43
Summer 2008		
Vacated 4A	Becomes PICU/pediatrics (pending)	+19
Fall 2008		
Open-Heart Unit	2nd floor Anderson	-1
New ICU	2nd floor Kasych (OHU's temporary space)	+12
Vacated 7B	Reopens as observation unit (pending)	+30
Total change in number of beds by Fall (includes 6C, which opened 3/7/06)		+135

*All dates are estimates and may change based on need



Have a question or concern about moving into your unit?

Call the CC-ROC hotline anytime at 610-402-7700 and record your message.
A colleague will return your call within 48 hours to discuss your concerns.

Most Likely to Attend the Prom

by Davina Eck
Junior, Communities in Schools

Wow. It's been a busy six months. You may remember me from November's *CheckUp*, where I wrote about my experience as an intern on 7A. I'm still there, learning about being a nurse. I also now work in human resources (HR) three days a week, helping with clerical tasks. I really feel like part of the team. They know I've gone through some difficult times and wanted to do something special for me. So, the HR community outreach committee sponsored me and my friend, Brenisha Parrish, so we could attend the William Allen High School prom. I wasn't sure what "sponsor" meant—but then Arlene Padilla told me, "From head to toe, we're getting you ready for the big day."

I felt so special!

I'll never forget May 12. Jean Hoffman (left) did my makeup (she's actually a licensed cosmetician, too). Jennifer Blair (the one with sunglasses on her head) and Jean fixed my hair. And Tracie Gonsal (red baseball cap) was the "assistant." The committee also found out about a community event where we could get donated, brand-new dresses. Some committee members went with us to help us pick out the perfect gowns. They also bought us corsages and paid for our prom tickets.



That's me ↗



Going to put my dress on

After my hair and makeup were done, I went upstairs to get dressed. It was so nice of Julene Campion to open up her home for us to get ready. Julene really knows how to throw a party. She made ribs and chicken wings, and had other delicious food. Yum!

They made my day so special

I can't believe how HR came together to make sure my prom was special. I'll never forget them, including (l-r) Jaime Rebner, Julene, Mary Ann Curcio, Jennifer, Brenisha, me, Jean, Arlene and Tracie. They're more than co-workers—they're friends.

—As told to Kimberly Hassler

Two of the "conspirators"

Jean (above left) and Arlene are such good people. They really want to make a difference. Arlene is so proud of the HR community outreach program. She says it's just one more way LVHHN cares for our community. Two other people who really made my day special are Cathy Mudri (she gave us disposable cameras) and Shirley Wynen (she paid for our shoes). They're all great!



Want to learn more about Davina? To read the story about her experience in the Health Care Career Exploration Program, call 610-402-CARE or visit lvh.org/checkup.



The nation voted— and we won!

We earned more than 2 million votes in an online poll and won this video-game fun center from the Starlight Starbright Children's Foundation and Colgate-Palmolive. We're one of five hospitals nationwide to win a fun center, which can be rolled to a child's bedside.

Pediatrics director Scott Brenner, M.D., accepted the gift from Starlight Starbright Children's Foundation representative Kathy Linnk (left) and Colgate-Palmolive representative Joanne Lauckner, while youngsters Diego (left) and Wilmar tested the new console. NBC 10 News (WCAU), 69 News (WFMZ-TV), Service Electric TV-2 News and Blue Ridge Cable TV-13 covered the presentation.

Here are some other noteworthy news items:

- Our **amputee support group** was featured on PBS 39's *Tempo*.
- Caregivers traveled to **Puerto Rico** to learn more about culturally appropriate care. They were featured on *Tempo*. (See more on page 5.)
- Police officer **Andrew Beky** and his caregivers were featured on 69 News (WFMZ-TV), Newswatch 16 (WNEP) and in *The Morning Call*. (See more on page 14.)
- **MedEvac** in Pottsville was featured in the *Pottsville Republican & Herald*.
- **Lawrence Levitt, M.D., and John Castaldo, M.D.**, were featured in *The New York Times* for their book, "The Man With the Iron Tattoo."
- **Martin Martino, M.D., Eduardo Lara-Torre, M.D., and Richard Boulay, M.D.**, were featured in *The Reading Eagle* for a Kutztown University talk about the HPV vaccine.
- **Roberto Bergamaschi, M.D.**, was featured in *The Morning Call* for his appointment as editor of the *Diseases of the Colon and Rectum* journal.
- **Raymond Singer, M.D.**, wrote about his mother's inspiration in a *Morning Call* column.
- Delivery robots **C.H.A.D.** and **R.U.S.S.** were featured in *The Philadelphia Inquirer*.

SERVICE STAR *of the* MONTH

The young woman battled leukemia for more than three years and was now receiving care in LVH-Cedar Crest's medical/surgical intensive care unit (MICU/SICU). Vicki Trexler, R.N., cared for her. So when the woman asked Trexler how she could donate her hair to help other cancer patients, Trexler took charge.

She called many people in the hospital—including 610-402-CARE. The CARE line put her in touch with Locks of Love, a foundation that provides hairpieces to children suffering from medical hair loss. Trexler arranged the donation, then contacted a local salon, who cut the young woman's hair for free.

"This unlikely team of patient, nurse and hair stylist had never met before that day, but already began building the foundation for a memory that will last a lifetime," says MICU/SICU patient care specialist Tina Van Buren, R.N., who nominated Trexler.

An inspiring poem about determination led Van Buren to write this month's winning nomination letter. To read the poem, visit lvh.org/checkup or call 610-402-CARE.

Congratulations to Award Nominees

To nominate a star, go to e-mail's bulletin board at **Forms_rewards**. Right click to "use form."



Shirley Wynen, lead technician, payroll

Shu Xu, M.D., pediatric neurologist, Pediatric Specialty Center

Lynne Harris, R.N., patient care specialist, LVH-Muhlenberg, intensive care unit

Patricia Danner, billing coordinator, Lehigh Valley Physician Business Services, Primary Care

Amy Yankanich, R.N., Lehigh Valley Hospice

Cynthia Rosevelt, R.N., Susan Mohr, R.N., Delores Duffy, R.N., Judith Wippel, R.N., Carolyn Stiegler, R.N. and Sandra Siplak, R.N., LVH-17th and Chew, ambulatory surgical unit

Laurie Fournier, L.P.N., LVH-Cedar Crest, 6B renal medical-surgical unit

SERVICE STAR

Vicki Trexler, R.N.

What's Happening

Create a Healthier You

The new Healthy You Fitness Center—scheduled to open in late summer—can make your vision of a healthier you a reality. When it's open, you can use your Culture of Wellness dollars toward membership, just as you can at the LVH-Muhlenberg fitness center, the Human Performance Center and for many Healthy You programs. Healthy You Fitness Center exercise physiologist Jacqueline Svrcek, Healthy You cardio-kickboxing instructor Sandra Chan and LVH-Muhlenberg exercise physiologist Eric Witzel are part of the professional team that can help you achieve your fitness goals.

To sign up today or learn more, call 610-402-CARE.



The Healthy You Fitness Center will feature

- Cardiovascular equipment (treadmills, ellipticals, stationary bikes, rowers and stairmasters)
- Group exercise room featuring cardio classes, Pilates and strength-training
- Free weights
- Complete weight-machine circuit
- Plasma flat-screen TVs and surround-sound system
- Fitness assessments by an exercise physiologist on enrollment and again every 6-12 months
- Varied, customized workout routines updated every 8-12 weeks when requested

Cardio Kickbox

Mon., July 9 and Wed., July 11

8 classes/\$56 reimbursable through Culture of Wellness

Mon., July 9; 7:30 – 8:30 p.m.

Wed., July 11; 7:45 – 8:45 p.m.

Healthy You Center

Strengthen your mind and body in this high-powered routine.

Career Choices Program

Mon., July 9 - Mon., Aug. 27; 5 – 7 p.m.

FREE

1249 S. Cedar Crest Blvd., human resources conference room

Learn about education options, brush up on your communication and interviewing skills, and make your career at LVH as satisfying as possible.

Registration is required.

Career Planning Workshop

Wed., July 11; 2 – 4 p.m.

FREE

LVH-Cedar Crest, auditorium

Learn to assess your personal skills.

Registration is required.

CPR Recertification

Wed., July 25 and Thu., July 26

FREE

Wed., July 25; 10 a.m. – 10 p.m.

Thu., July 26; 8 – 11 a.m.

LVH-17th and Chew, auditorium, parlor A

Class is free only for employees whose job requires it.

Joint Replacement Preparation

Wed., July 11; 8:30 a.m.

FREE

LVH-Muhlenberg

If you're scheduled for total knee or hip replacement surgery, this class will help you prepare for your hospital stay and rehabilitation.

FOR MORE DETAILS
ON ALL PROGRAMS
OR
TO REGISTER, CALL
610-402-CARE.

at LVHNN

Employee Picnic at Dorney Park and Wildwater Kingdom

Sun., Sept. 16
Dorney Park;
10 a.m.–7:30 p.m.
Wildwater Kingdom;
11 a.m.–6 p.m.

General Admission: **\$20**
Seniors (age 62 or older) and
juniors under 48 inches: **\$15**
Children under 3: **free**



Season pass holders are not permitted to use passes for this event. Price includes admission to both parks, parking and five-hour buffet.

Tickets will be sold through PeopleSoft or by calling 610-402-CARE from June 1-29. There is a maximum of six tickets per employee.

You've Got Mail!

In order to make sure your interoffice mail is delivered in a timely manner and to the appropriate person and location, make sure you've properly addressed it:

Name
Department or physician office
Site or address
Suite or floor

Some other tips:

- Make sure your information is up-to-date in e-mail (that's where many people look up your address). If it's not, inform your supervisor.
- Make sure your e-mail information includes your department, site or address, and suite number or floor.



46th Annual LVH-Muhlenberg Summer Festival

Wed., Aug. 15–Fri., Aug. 17;
5–10:30 p.m.
Sat., Aug. 18; noon–10:30 p.m.

FREE admission and parking
LVH-Muhlenberg

Visit one of the community's best-loved traditions and enjoy crafts, rides, food and games. You also can enter a raffle to win cash prizes.

Discover Your Discounts

- **Verizon**—Get 18 percent off your monthly access, 25 percent off accessories and free or deep discounted prices on phones. Please go to www.verizonwireless.com/discounts and enter your work e-mail address.
- **Becker Subaru**—Purchase a new Subaru AWD (all-wheel drive) under the "M-Plan" and receive the dealer's invoice price, plus all manufacturers' rebates and incentives. All transactions must be handled by Bob Pavone, program director, at 610-395-3745, ext. 241.



Learn more about other discounts:

- Go to TAO e-mail
- Click on Bulletin Boards
- Click on Employee_Discounts

Donate Your PTO

Do you have leftover PTO that you lose at the end of the fiscal year? Beginning July 1, PTO donation for employees will increase to 80 hours. An electronic process for donating PTO through PeopleSoft is currently under development. However, employees interested in donating can contact the human resources benefits line at 610-402-3199.

If I Had an Extra \$500, I'd...

If you had an extra \$500, would you go shopping, save it for a rainy day or take a trip? If you refer a physician to fill one of the following positions, and if the physician is hired, you'll receive \$500 to spend as you desire. It's that simple! Recruiting the best physicians allows us to continue providing the highest-quality care.

- Orthopedic subspecialists (trauma, foot and ankle, total joint)
- Pediatric subspecialists (pulmonary, neurology)
- Pediatric surgeons
- Medical oncologists/hematologists
- Hospitalists
- Dermatologist
- Maternal-fetal medicine subspecialists
- Mammographer
- Neurologists (with MS or epilepsy expertise)
- Gastroenterologists
- Pediatric anesthesiologist

To refer a physician candidate to the Physician and Executive Recruiting Department:

- Go to TAO E-mail
- Click on Bulletin Boards
- Click on Forms_LVH
- Right click on Physician Referral Form
- Select "Use" form

Planning for Your Financial Security

AIG VALIC, the company managing our retirement plans, will host three seminars to help you plan for your financial security. To register, visit www.valic.com/seminars and enter code 3074ALL11AG. Lunch will be served.

Wed., July 18; Noon – 1 p.m.; LVH-Cedar Crest, classroom 1

Tue., July 24; 12:30 – 1:30 p.m.; LVH-17th and Chew, auditorium

Thu., July 26; Noon – 1 p.m.; LVH-Muhlenberg, ECC Room C

AIG VALIC advisors are available to help you at:

LVH-Cedar Crest

Rich Silva Sr.: 610-402-8801

Rich Silva Jr.: 610-402-8801 (*Advisor for LVPG colleagues*)

Kevin Gertz: 610-402-8801

LVH-Muhlenberg

Frank Deeney: 484-884-8362

LVH-17th and Chew

Alan Carlson: 610-969-2625 (*Advisor for colleagues of LVHNN's for-profit entities and Health Network Laboratories*)

1 Laud for the EEG Lab

There are only 24 electroencephalography (EEG) labs in the nation accredited by the American Board of Registration of Electroencephalographic Technologists (ABRET). We're one of them. Our recent accreditation means our lab meets high technical standards, demonstrates quality and focuses on customer service. It also means our lab is entirely staffed by registered EEG technologists like (l-r) Joan M. Conway, Margaret Jessup, Lorraine Erney, Geri Berasley and Carla Sue Close (not shown).



2 Celebrating Survival

More than 70 participants attended the first Kinnon Breast Cancer Survivor Celebration and Workshop, hosted by Breast Health Services. The program—the first of its kind in our region—was developed by breast cancer survivors. Motivational speaker and breast cancer survivor Tammy Miller (left) kicked off the event with a night of laughter and inspiration. The following day, survivors attended workshops and lectures on surveillance, nutrition, anxiety, sex therapy, yoga and journaling. Laura Beaupre, R.N., of Breast Health Services, assisted in the coordination of the event. Workshops will be held twice a year to assist women during this time of transition, providing all the tools they need for a wonderful new beginning.



3 Care Commendation

Colleagues received a standing ovation and award from the Allentown Police Department for the care they provided to patrolman Andrew Beky (third from left) following a near-fatal gunshot wound. Following the ceremony, (l-r) Andrea Schellenberg, M.D., Robert Barraco, M.D., Kim Westra, C.R.N.A., Paul Cesanek, M.D., Sue Steidel, R.N., Danielle Machamer, R.N., and Jerry Lee Howard, M.D., answered questions Beky had about his condition when he arrived at LVH—Cedar Crest. Beky, who received the Purple Heart and commendation for valor, said, "The care and support I received restores my faith in mankind." To read Beky's story, visit lvh.org/checkup or call 610-402-CARE.



4 The Way They Were

To celebrate Nurses Week, colleagues from the Regional Heart Center—surgical and intensive care units created a display of their nursing school yearbooks, pins and hats. "These mementos have sparked lots of fascinating conversations," says patient care coordinator Diane Limoge, R.N. (L-R) Gordon Frey, R.N., Stacey Colatosti, R.N., and Rena Skoczynski, R.N., especially enjoyed looking at the yearbook photos.

5 Celebrating 100 Graduates

In the past year, 100 community members have graduated from the Latino Diabetes Education program, taught in Spanish by promotora Alicia Rivera (center), who understands the Latino culture and how to manage the disease. The program is co-sponsored by LVH and Latinos for Healthy Communities, whose program director is Lissette Lahoz (left). Among the graduates (from left): Paula Brito who now walks 2 miles a day, Ivette Ortiz who is no longer afraid of diabetes, Jorge Pimentel who lost 40 pounds and Georgina Massini who lost 47 pounds.

6 Gold Star Practice

Staff members of the pediatric outpatient practice at LVH—17th and Chew are celebrating their recent designation as a Gold Star practice—only 100 in the state—by Unison Health Plan, a Medicaid-sponsored program. Unison evaluated whether the practice, the largest provider of medical assistance for children in the Lehigh Valley, exceeded their standards of care related to physical exams, immunizations, screenings and more. The best part: the practice's patients who have Unison coverage no longer need a referral to see a specialist at LVH. Staff members plan to achieve the designation again next year.



Our people also are welcoming Sesame Street's Elmo and celebrating Nurses Week. To read More PRIDE in Our People, visit lvh.org/checkup or call 610-402-CARE.



Refer and Reap the Rewards

HealthWorks' Lauren Jacobsen, C.R.N.P. (left), knows LVHHN is a great place to work. She also knows her daughter-in-law, Danielle Wehr, is an excellent caregiver. So she brought the two together through our Employee Referral Program and earned a \$500 bonus. A technical partner in LVH—Muhlenberg's emergency department, Wehr says, "I'm learning and doing things I never did when I worked in a nursing home, like drawing blood and performing EKGs."

Do you know someone who has what it takes to work here? If so, learn more about our Employee Referral Program on the human resources intranet at lvh.com or call 610-402-LVHR (5847).

Being a Good Neighbor

With any construction project comes inconveniences. During our current expansion, some of our neighbors have expressed concerns. "We take every one very seriously," says Brian Hardner, vice president of facilities and construction. "It's important for us to communicate with our neighbors, listen to what they say, and be the best neighbor we can be."

We're striving to be a good neighbor by:

- **Establishing a construction hotline**—Neighbors with questions can call 610-402-4414 and receive a response within 48 hours.
- **Beautifying the area**—The new detention basin behind the hospital will improve storm water drainage in the neighborhood and provide some natural beauty; we built a fence around it and planted more than 200 trees and shrubs to give our neighbors privacy with a greener view.
- **Communicating clearly**—We met with the president of a local neighborhood group to explain our plans to widen Fish Hatchery Road. We welcomed Salisbury Township commissioners for a tour and answered their questions. We held a news briefing and sent letters to 400 neighbors telling them about our road improvement project. We also send weekly construction e-mail updates to our neighbors.



A lovely landscape—Sugar maples, white pines, and other trees and shrubs were planted around a new detention basin on the south end of the campus, adding some scenery and privacy for neighbors and passers-by.

Happy Anniversary! JULY 2007



Celebrating 35 years!

Joseph Gnall

radiology tech

Most Memorable Moment Here

Every day that I help my colleagues and patients

My Inspiration at LVHNN

My colleagues in radiology and the network staff

Best Virtues

Job knowledge and my work ethic

Other Areas Where I've Worked

CAT scan, ultrasound and the OR

Favorite Pastime

Hunting and fishing

Favorite Cafeteria Food

Soups

35 YEARS

Joseph Gnall

Interventional Radiology

30 YEARS

Denice Engle

Dept. of OB/GYN

Elizabeth Kerin

7B Medical/Surgical Unit

Suzanne Rice

Sleep Disorders Center

25 YEARS

Christine Carolan

4C Medical/Surgical Unit

Jeanine Delucca

Nursing Education

Arlene Gerchufsky

Endoscopy - G.I. Lab

Cindy Hoferica

Case Management

Justine Klock

ASU-PACU/OR

Deborah Markulics

ED Coding

Cristine Maurer

Ambulatory Surgical Unit

Scott Paul

Diagnostic Radiology

Joanne Rodgers

Neuroscience Research

Leonora Slabikosky

Pharmacy

Willie Williams

Respiratory Therapy

20 YEARS

Jeffrey Beisel

Supply Management

Maryellen Cooper

Helwig Diabetes Center

Shirley Herb

ED Registration

Sharon Hess

Transitional Open Heart Unit

Staci Kaczmarczyk

Information Services

Andrea Long

5B Medical/Surgical Unit

Gloria Miller

7B Medical/Surgical Unit

Lynn Nagel

AIDS Activities Office

Richard Phillips

Finance

Kimberly Reith

Float Pool

Elaine Richmond

Pharmacy

Jodie Strohl

Pharmacy

Theresa Tindula

Obstetrics

Susan Toomey

Contracting

Curtis Trapp

Cardiovascular Research

Brian Wilson

Trexlerstown Medical Center

Dorothy

Wojciechowski

ALERT Partnership

Gregg Zahour

Information Services

15 YEARS

Jon Brndjar

Internal Medicine

Susan Daugherty

Cardiac Rehabilitation

Kim Goff

Radiology

Gary Lagler

Sterile Processing

Donna Mellinger

Case Management

Marie Olivero

Labor and Delivery

Evan Reese

Emergency Department

Christine Schmick

Psych Eval/OP Services

Denise Wolf

LV Family Health Center

Marijo Zelinka

Neonatology

10 YEARS

Teresa Bangham

Home Care

Gavin Barr Jr.

Emergency Services

Jennifer Batdorf

Home Care

Gary Bonfante

Emergency Services

Eric Bubbenmoyer

MedEvac

Debra Carter

ABC Family Peds - Allentown

Christine Hartner

Express Admissions Unit

Donna Jesse

Bethlehem Medical Center

Roxanne Krivenko

Physical Medicine

Tony Langston

Business Development

Keith Lentz

Preferred EAP

Brenda Mace

Diagnostic Care Center

Annette Marks

LVPB Billing

Melissa McKeever

Emergency Services

James McMullen

Supply Distribution Services

Linda Neri

Physical Medicine

Stacey Page

Nursing Admin Float Pool

Deborah Pietruszka

Hospice Occupational Therapy

Alicia Pratt

Nursing Float Pool

Amy Reinhart

Nursing Float Pool

Barbara Rutt

Pastoral Care

Anthony Strobel

AIDS Activities Office

Barbara Sutliff

Neuroscience ICU

William Swedar

Info Svcs

Kathleen Vitale

Electrophysiology Lab

Michael Weinstock

Emergency Services

Mark Wendling

Valley Family Medical Center

5 YEARS

Megan Allen

ED Coding

Kathryn Armstrong

Marketing/Public Affairs

Karen Berk

7B Medical/Surgical Unit

Kathryn Bernhard

AIDS Activities Office

Imhotep Boukman

LV Hospitalist Services

Catherine Courtney

Diagnostic Radiology

Terrence Goyke

Emergency Services

Kristina Higgins

5T Medical/Surgical Unit

Linda Ingaglio

Emergency Services

Bryan Kane

Emergency Services

Mary Lang

Heritage Family Practice

Diane Limoge

ICU

Robin Manini

Psychiatry

Brooks McGinnis

Pharmacy

Tricia Miller

Transitional Open Heart Unit

James Miller

LVAS

Candace Miller

Float Pool

Lisa Osborn

Medical Practice Center

Beth Pantofel

4T Medical/Surgical Unit

Russell Rentler

Geriatrics

Laura Richard

MedEvac

Gail Schad

Transitional Open Heart Unit

Raymond Shunk

Clinical Engineering

Aurey Wendling

5C Medical/Surgical Unit

Colleen

Wladyslawski

Emergency Services



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